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ABSTRACT

Many believe that America's children are exposed to negative messages by the media--violence, irresponsible sex, and materialism--making it difficult for parents to teach traditional values. Noting that what motivates parents is the desire to teach their children right from wrong while what motivates society is financial profit, this book explores the dichotomy between private and societal values and urges parents to counteract the negative effects of a profit-driven society. Chapters include: (1) "The Alarms Are Sounding. Is Anybody Listening?"; (2) "Moral Parents and Immoral Society"; (3) "The Abandonment of America's Children"; (4) "The Power of Advertising"; (5) "Television"; (6) "The Promotion of Violence"; (7) "Self-Discipline and Our Instant Society"; (8) "Winning Isn't Everything--It's the Only Thing"; (9) "Whoever Gets the Most Toys Wins"; (10) "What's in It for Me?"; and (11) "Reclaiming America's Children." The book concludes with community discussion questions, encouraging readers to reflect further on the value issues facing families today, and a survey form designed to be shared with elected officials. (LPP)

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